The Rate for the Job

Social media and the digital newsroom

NUJ INDEPENDENT Broadcasting and New Media Branch presents “Social Media and the Digital Newsroom: Closing the Gap.” This examines the increasing overlap between user-generated content, blogging, citizen journalism, new media marketing and more traditional news practices. It’s for anyone (both NUJ members and non-members) who works with online content for a living, be it within a tech start-up, multimedia newsroom, blogging or social media capacity.

The guest speaker will be Lisette Johnston, senior multimedia journalist at BBC World News, with 13 years of experience working across social, print, mobile video and television platforms. She recently won a prize for her academic research on social media and TV coverage of the Syria conflict.

It’s on Tuesday 23 February at LAUNCH22, 31A Corsham Street, London N1 6DR (near Old Street station) and kick-off is at 18:30.

It’s free, with drink and nibbles provided. To register go to www.bit.ly/LisetteJ

Training alert

THERE ARE numerous NUJ training courses in London during the rest of February and in March, April and through to the beginning of May. As the NUJ’s London HQ at Headland House is being refurbished, these will be at various London venues – most are at the Marx Memorial Library in Clerkenwell Green E1, but do please check the venue when you book a course.

The ever-popular “Getting Started as a Freelance” course is on Friday 29 April, as ever delivered by tutors Louise Bolotin and LFB’s own Phil Sutcliffe, both of the NUJ’s Freelance Industrial Council. Course details are at www.nuj.org.uk/events/getting-started-as-a-freelance-april-2016/.

There may still be places on the highly-discounted (under £200) intermediate Adobe two-day course starting on Thursday 3 March at Media Training Ltd, Great Suffolk St, SE1. Details from training@nuj.org.uk.

“Build Your Own website for under £50 is a two-dayer starting Wednesday 24 February (the course costs something over £50).”

There’s also “Pitching to book publishers” on Monday 21 March, “Mobile journalism” (journalism on mobile phones as a platform) on Tuesday 12 April and “Adding PR to your portfolio” on Tuesday 26 April. “How to boost your income” is on Wednesday 27 April. Unsure of your skills and opportunities? This will get your ideas rolling.

Finally, “Pitch & Deal” (negotiating for freelances) is on Friday 6 May. You can find details of some courses at www.nuj.org.uk/events/search/?keyword=training and “Getting Started as a Freelance” course is on Friday 29 April.

LFB website

FEEDBACK from members suggests some of you are having difficulty finding details for the next London Freelance Branch meeting online. We apologise: it was originally designed for reporters expected to have research skills.

Information about the next LFB meeting is always at www.londonfreelance.org/lfb/meetings and to get to the “meetings” page from a standing start (from www.londonfreelance.org), look down the page for “London Freelance Branch meetings and more” and click on that link. (Ranged on the photo of LFB’s homepage above.)

Upcoming LFB meeting details are also tweeted out via the LFB Twitter feed (www.twitter.com/NUJ_LFB).